

RJ REYNOLDS

TOBACCO COMPANY

COPYJ. CAMPBELL TROLL 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

| | | | |
|--------|-------------------------------------|-----|--------|
| TO: | RJR ACCOUNT #: #335710 | CC: | 162305 |
| | MR. J. WEISBERG KINGSTON TOBACCO | CC: | |
| FAX #: | (914) 338-8187 | | |

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE 12300- | CASE SIZE | STATE USE | BRAND STYLE | NUMBER OF CASES | #/CARTONS TO PACK @ DISPLAY | #/SKUs (#545462) DISPLAYS / PREMIUMS |
|--------------------|--------------|--------------|------------------|--------------------|--------------------------------|---|
| 25467 | 6M | | DORAL LT 100 | 3 | 1 (ONE CTN) | 75 |
| 25469 | 6M | | DORAL MEN LT 100 | 2 | 1 (ONE CTN) | |
| 25468 | 6M | | DORAL 100 | 3 | 1 (ONE CTN) | |
| 25470 | 6M | | DORAL ULT LT 100 | 2 | 1 (ONE CTN) | |

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

| | DESCRIPTION |
|------------|---|
| 8/17/98 | PRODUCT ARRIVAL DATE |
| 8/31/98 | RETAIL DISTRIBUTION DATE (WEEK OF) |
| \$3,378.51 | EFT \$ AMOUNT |
| 4 CTNS | RETAIL BILLING PER DISPLAY |
| 75 | NO. OF DISPLAYS ON CUSTOMER LIST |
| \$140.00 | PACKING PAYMENT (\$14.00 X 10 (6M) PROMOTED CASES) |

| | DESCRIPTION |
|-----------|---------------------------------|
| 8/17/98 | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462 | ITEM NUMBER |
| 1.3500 | SKU CUBE |
| 2.2600 | SKU WT (W/OUT PRODUCT) |
| 40 OFFERS | NO. RETAIL OFFERS PER DISPLAY |
| 0 | NUMBER OF EXTRA DISPLAYS |

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51845 9670

WHOLESALE : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|--------------|----|-------|-----|-----|-----------|----------|---------------|
| 162210 | | 178349 | CHEESE N THINGS | ROUTE 28 | PINE HILL | NY | 12465 | 2 | | | | (914)254-4753 |
| 162210 | 162227 | 643758 | GUJAR PETROLEUM | RT 209 | ELLENVILLE | NY | 12428 | 4 | | | | (914)647-5801 |
| 162303 | 162322 | 649931 | UNITED QUIK STOPS | 1229 WESTERN AVE. | ALBANY | NY | 12203 | 2 | | | | (518)482-5738 |
| 162303 | 162324 | 703580 | UNITED QUIK STOP IN | 52 FULLER RD | ALBANY | NY | 12205 | 2 | | | | (518)459-7667 |
| 162305 | 162327 | 178359 | M T MARKET | 183 SMITH AVE | KINGSTON | NY | 12401 | 2 | | | | (914)331-4736 |
| 162305 | 162327 | 178388 | JACKS STATIONERY | 744 BROADWAY | KINGSTON | NY | 12401 | 2 | | | | (914)338-6577 |
| 162305 | 162327 | 212606 | MALL MOBIL SERVICE | 1146 ULSTER AVE | KINGSTON | NY | 12401 | 2 | | | | (914)336-2707 |
| 162305 | 162327 | 287612 | GETTY MART | 333 WASHINGTON AV | KINGSTON | NY | 12401 | 2 | | | | (914)331-9013 |
| 162305 | 162327 | 486928 | BROADWAY GROCERS | 702 AB BROADWAY | KINGSTON | NY | 12401 | 4 | | | 963645 | (914)338-7275 |
| 162305 | 162326 | 620309 | LAKE KATRINE GETTY | 1738 ULSTER AVE | LAKE KATRINE | NY | 12449 | 2 | | | | (914)336-7783 |
| 162305 | 162327 | 650654 | ULSTER DELI & GROC. | 688 BROADWAY | KINGSTON | NY | 12401 | 2 | | | | (914)339-1597 |
| 162305 | 162327 | 655489 | KINGSTON DELI | 630 BROADWAY | KINGSTON | NY | 12401 | 2 | | | | (914)339-0993 |
| 162305 | 162327 | 681154 | BROTHER CONVENIENCE | 675 BROADWAY | KINGSTON | NY | 12401 | 2 | | | | (914)339-8356 |
| 162305 | 162327 | 697217 | CONV FOOD MART OF K | 332 LUCAS AVE | KINGSTON | NY | 12401 | 2 | | | | (914)338-5516 |
| 162305 | 162328 | 701715 | PILARY, INC. | 895 ALBANY | KINGSTON | NY | 12401 | 2 | | 0362-0102 | | (914)338-1399 |
| 162305 | 162327 | 714699 | LANDMART | 327 BROADWAY | KINGSTON | NY | 12401 | 2 | | | | (914)338-8330 |
| 162305 | 162328 | 735486 | CITGO CALDOR | 1335 ULSTER AVE | KINGSTON | NY | 12401 | 2 | | | | (914)336-7311 |
| 162305 | 162327 | 743277 | DAIRY KING | 353 FOXHALL AVE | KINGSTON | NY | 12401 | 2 | | | | (914)338-9121 |
| 162305 | 162326 | 747519 | SAUGERTIES MOBIL | 333 ROUTE 212 | SAUGERTIES | NY | 12477 | 2 | | | | (914)247-9138 |
| 162305 | 162326 | 750662 | LEMA PETROLEUM | ROUTE 32 BOX 124 | FREEHOLD | NY | 12431 | 3 | | | | (518)634-2625 |
| 162305 | 162326 | 759763 | M & B BEVERAGE INC. | ROUTE 9W | SAUGERTIES | NY | 12477 | 4 | | | | (914)246-7377 |
| 162305 | 162326 | 762542 | AERO STAR INC. | 3 MOUNT AIRY RD | SAUGERTIES | NY | 12477 | 2 | | | | (914)246-3121 |
| 162305 | 162327 | 764445 | HARRY, INC. | 85 MURRAY ST | KINGSTON | NY | 12401 | 2 | | | | (914)338-0186 |
| 162305 | 162326 | 764455 | LAWYERS GENERAL | STORE, INC. | EAST DURHAM | NY | 12423 | 2 | | | | (518)634-2546 |
| 162305 | 162328 | 770168 | HOB0 DELI | ROUTE 28W | KINGSTON | NY | 12401 | 2 | | | 7 | (914)339-345 |
| 162305 | 162327 | 790641 | LUCKY PETROLEUM | 384 FOXHALL AVE | KINGSTON | NY | 12401 | 2 | | | | (914)331-9696 |
| 162306 | 162327 | 785137 | CORNER STORE | RT 209 & LEGGETT | STONE RIDGE | NY | 12484 | 2 | | | | (914)687-9141 |
| 162308 | 162328 | 447555 | D & K VIRK LTD. | 385 VIOLET AVE | POUGHKEEPSIE | NY | 12601 | 2 | | | | (914)485-2942 |
| 162308 | 162328 | 741928 | SUNOCO CONV STORE | 365 VIOLET AVE | POUGHKEEPSIE | NY | 12601 | 2 | | | | (914)485-5692 |
| 162308 | 162328 | 742010 | PARK DISCOUNT BEV | 494 ALBANY POST R | HYDE PARK | NY | 12538 | 2 | | | | (914)229-9000 |
| 162308 | 162329 | 742104 | APPLE VALLEY BP | 100 FREEDOM PLAIN | POUGHKEEPSIE | NY | 12603 | 2 | | | | (914)471-0094 |
| 162308 | 162328 | 757345 | 44 MART CITGO | 254 DUTCHESS TPKE | POUGHKEEPSIE | NY | 12603 | 2 | | | | (914)454-4133 |
| 162308 | 162328 | 812400 | VIC'S GARAGE, INC. | 238 DUTCHESS TPKE | POUGHKEEPSIE | NY | 12603 | 2 | | | | (914)473-2020 |
| 162308 | 162328 | 829204 | R.A.J. FOOD MART IN | 250 HOOKER AVE | POUGHKEEPSIE | NY | 12603 | 2 | | | | (914)471-7344 |

PAGE BREAK TOTAL ACCOUNTS 34 TOTAL QUANTITY 75

TEMPLATE TOTAL ACCOUNTS 34 TOTAL QUANTITY 75

51845 9671

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

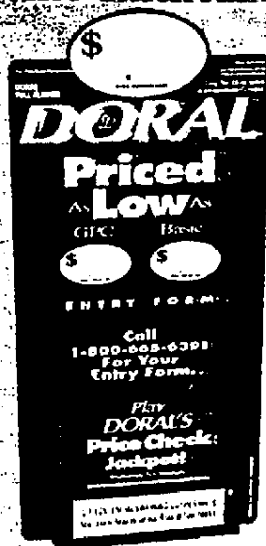
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

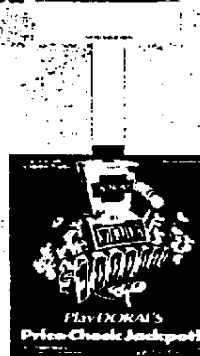
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

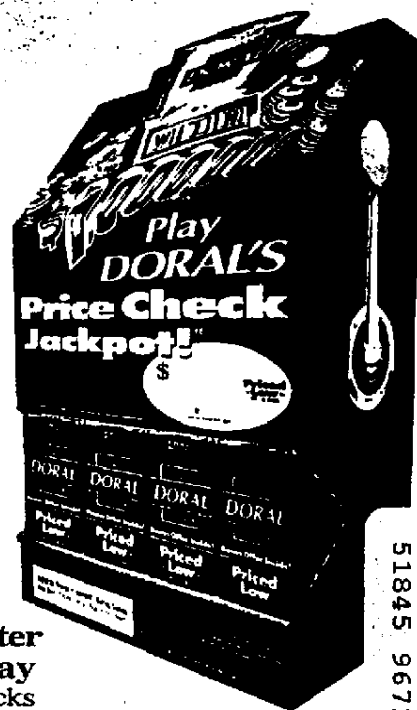
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials